

Doing Business With NASA



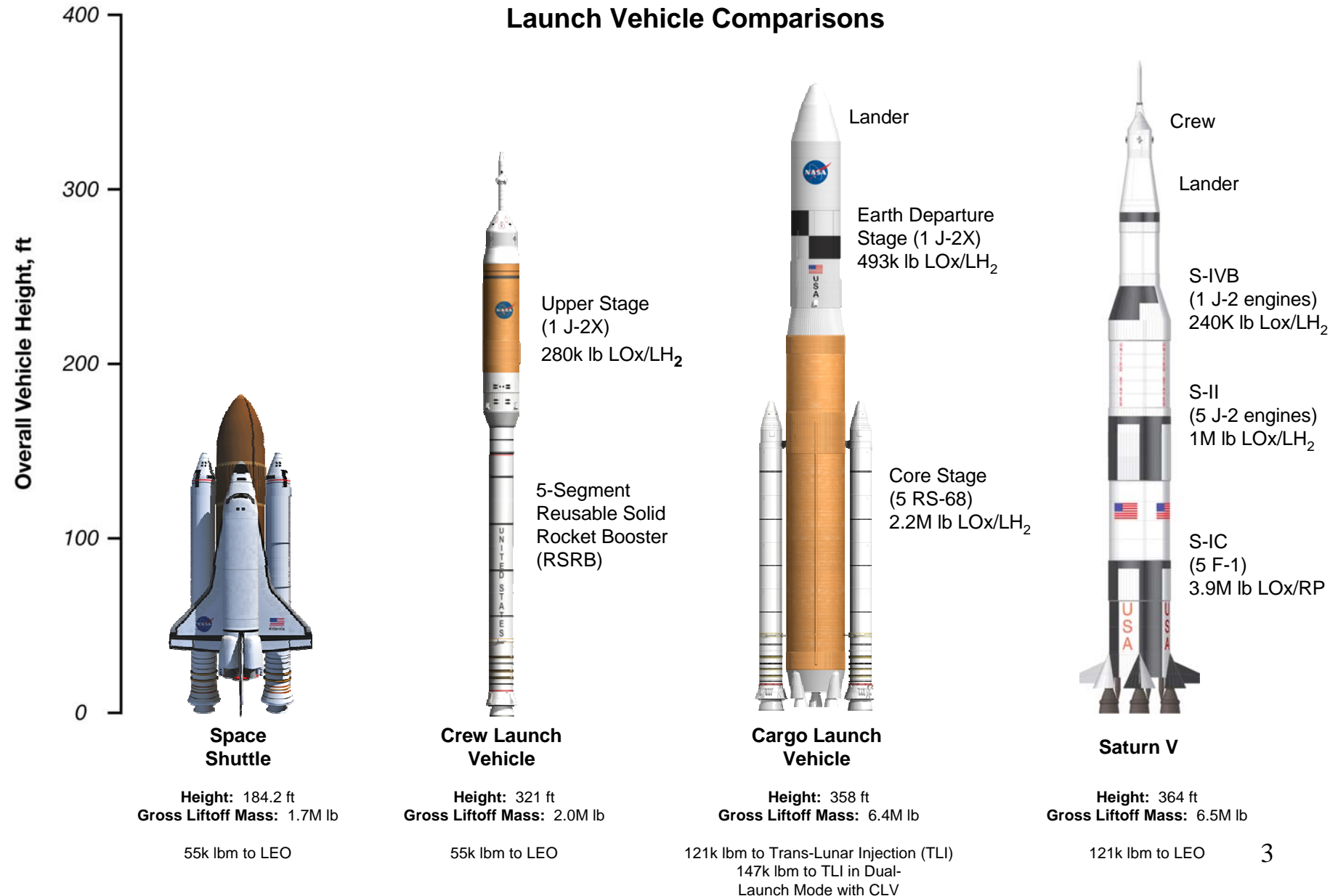
Steve Beale and Byron Butler
MSFC Procurement Office

Seminar Agenda

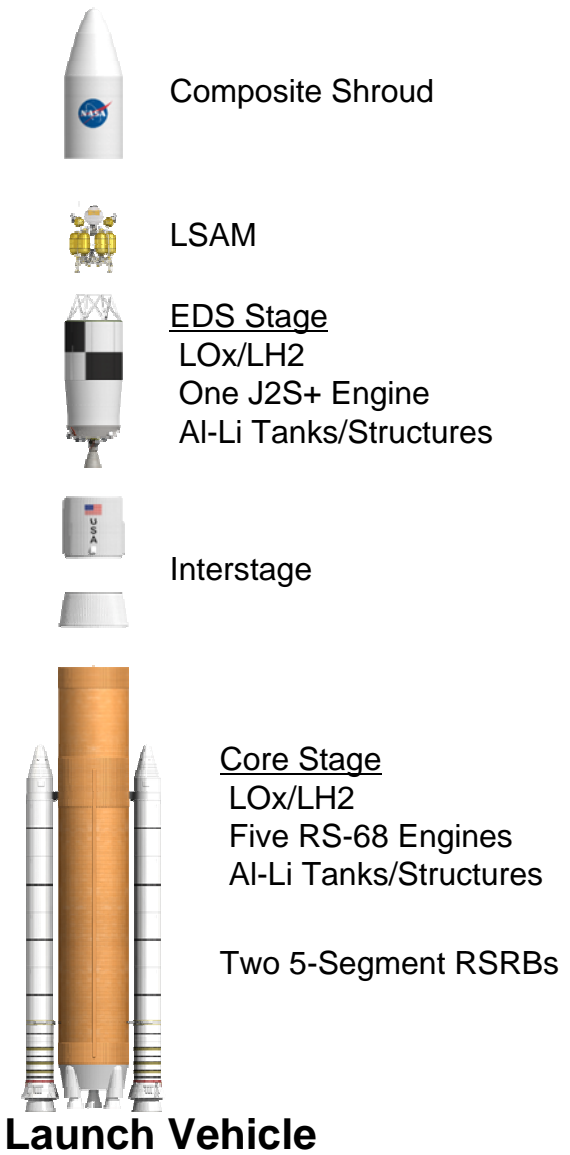
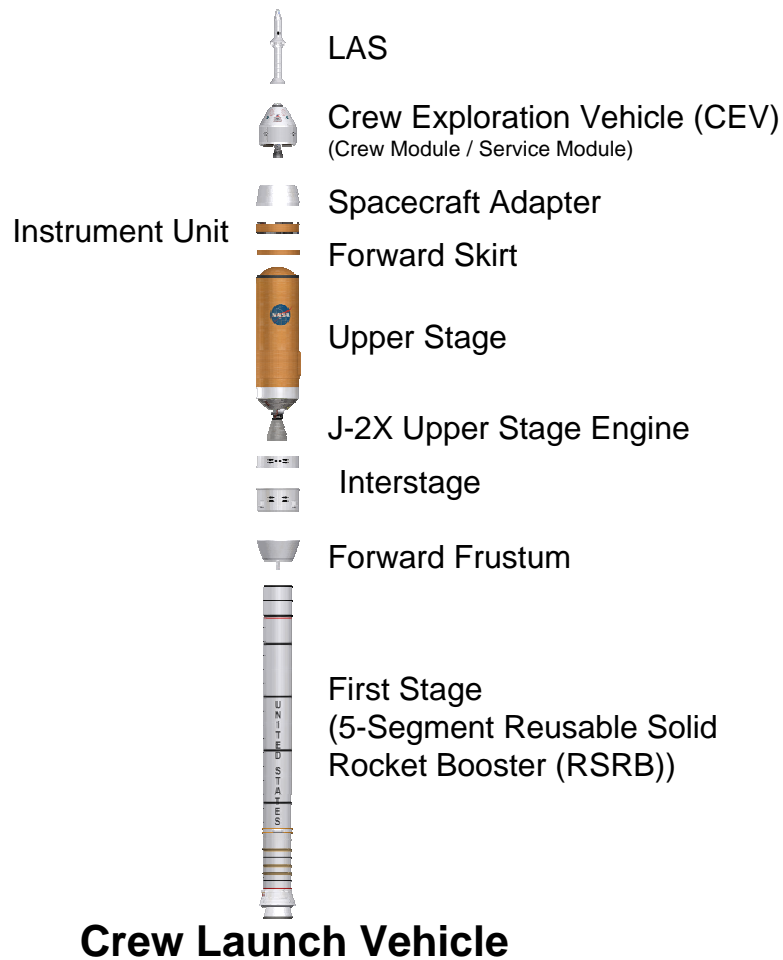
- NASA as a Customer
 - Upcoming new Programs & Projects
 - New Acquisition Planning Tool (APT) website
- NASA's SEB Process
 - SEB Process Overview
 - Key items to remember when responding to an MSFC solicitation
- Some Friendly Advice...
- Continuing Initiatives & Future Trends

Building on a Foundation of Proven Technologies

Launch Vehicle Comparisons



Constellation Launch Vehicle Elements



NASA's Acquisition Planning Tool (APT)

Executive Information System George C. Marshall Space Flight Center Acquisition Planning Tool - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Go Links

Address http://ec.msfc.nasa.gov/cgi-bin/eis/eis_apl.cgi

Google Go Bookmarks 84 blocked Check AutoLink AutoFill Send to Settings

Answers.com Go Today's Highlights

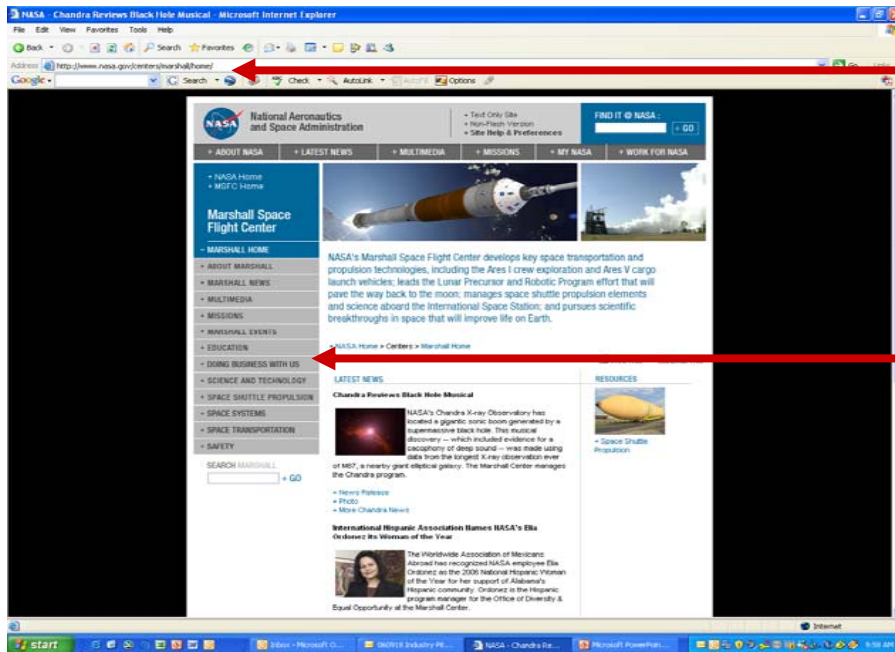
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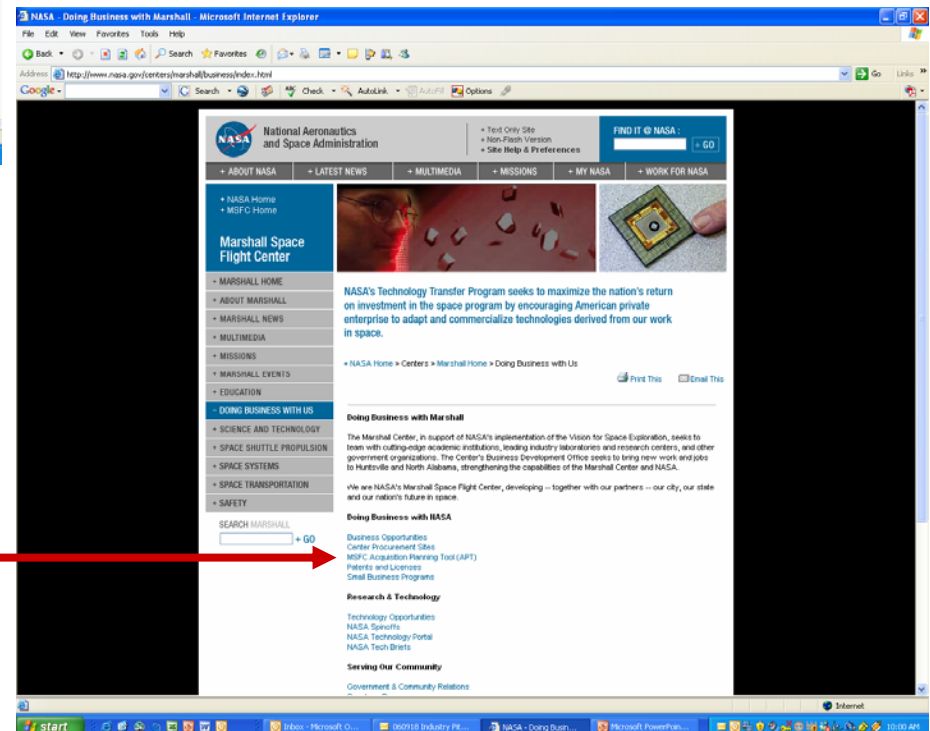
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INSPECTIONS SERVICES FOR MSFC ON-SITE CONSTRUCTION	BECK R W	NNM06AA79C	11,120,880	04/14/2006	04/15/2011	Schedule & Supporting Documents	

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1. <http://www.nasa.gov/centers/marshall/home>

2. + DOING BUSINESS WITH US

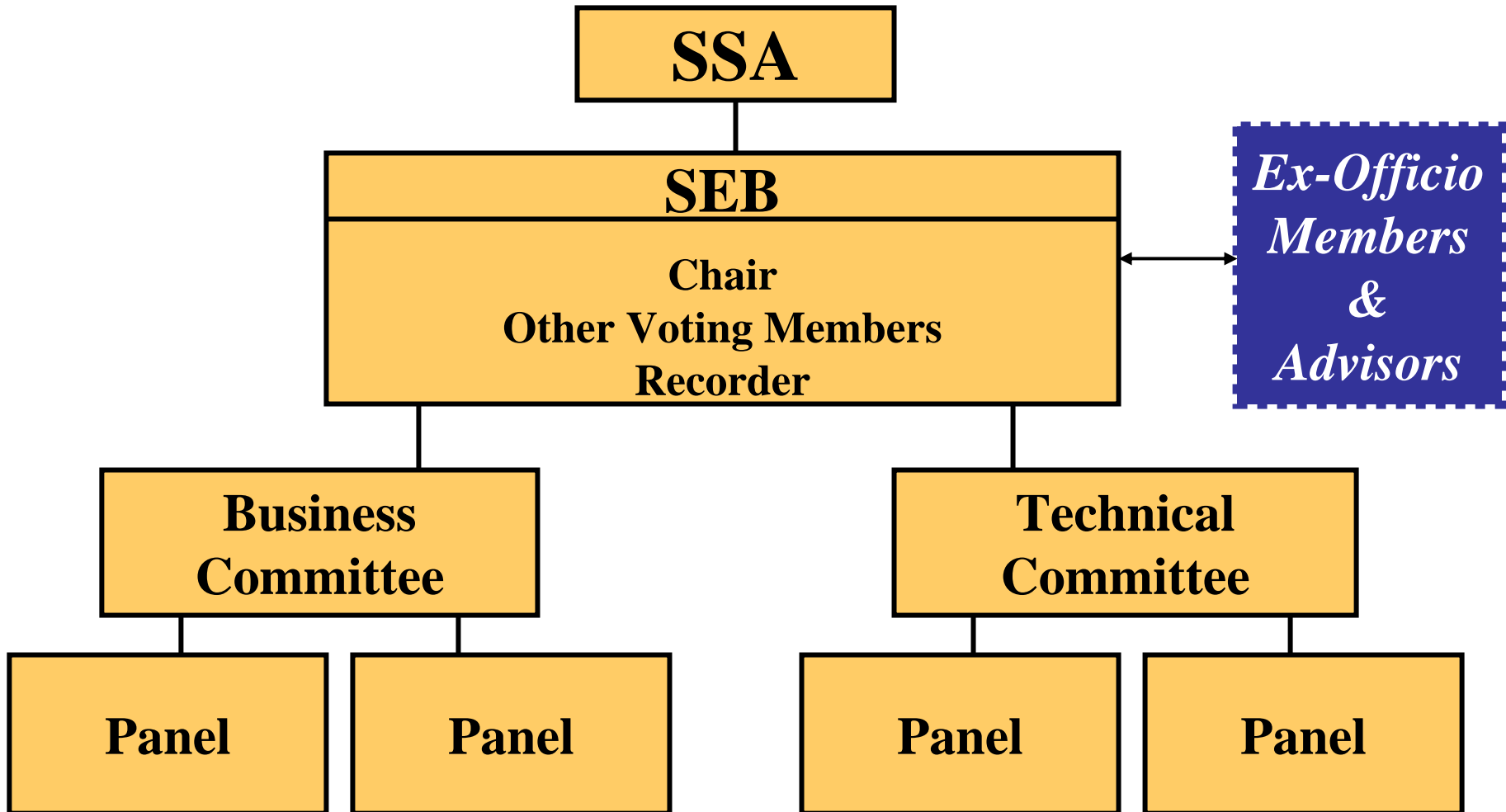


3. MSFC Acquisition Planning Tool (APT)

Types of Solicitations

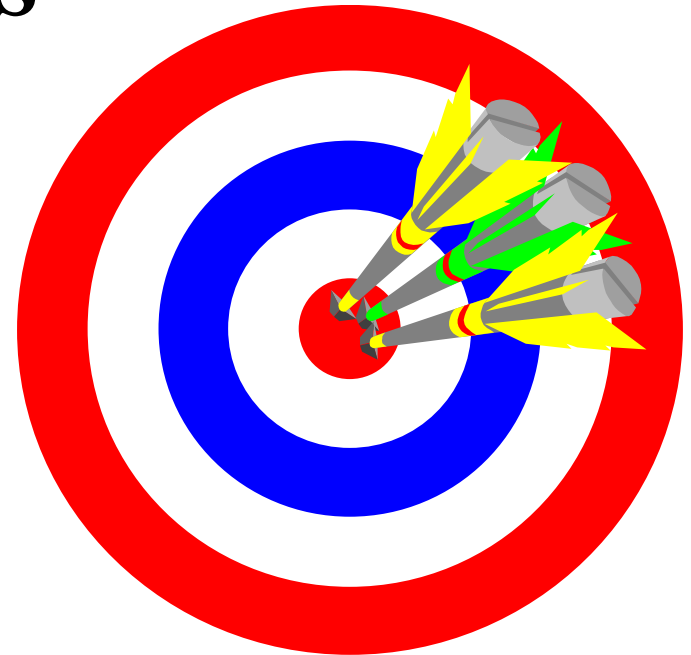
- Micro-Purchases
- SAT RFQ's
- IFB's
- RFP's
- GSA RFQ's
- NRA's & AO's

SEB Organization

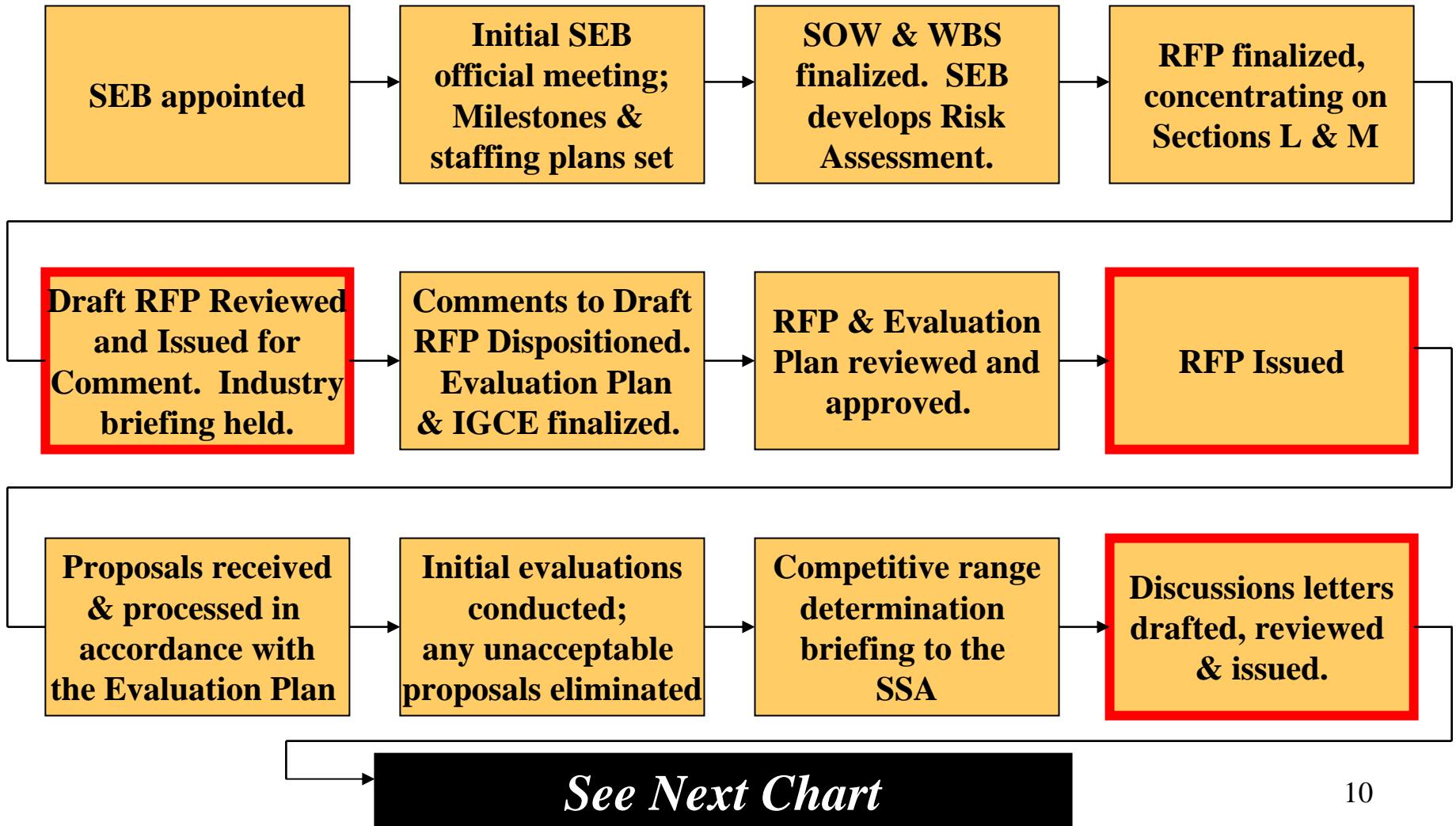


Objectives of the Evaluation Process

- **Fairness**
 - *Ensure level playing field*
- **Comprehensiveness**
 - *If we ask for it, we evaluate it*
- **Consistency**
 - *Evaluate against Evaluation Factors – Same depth & breadth*
- **Confidentiality**
 - *Debriefings only time findings are mentioned outside the SEB area*

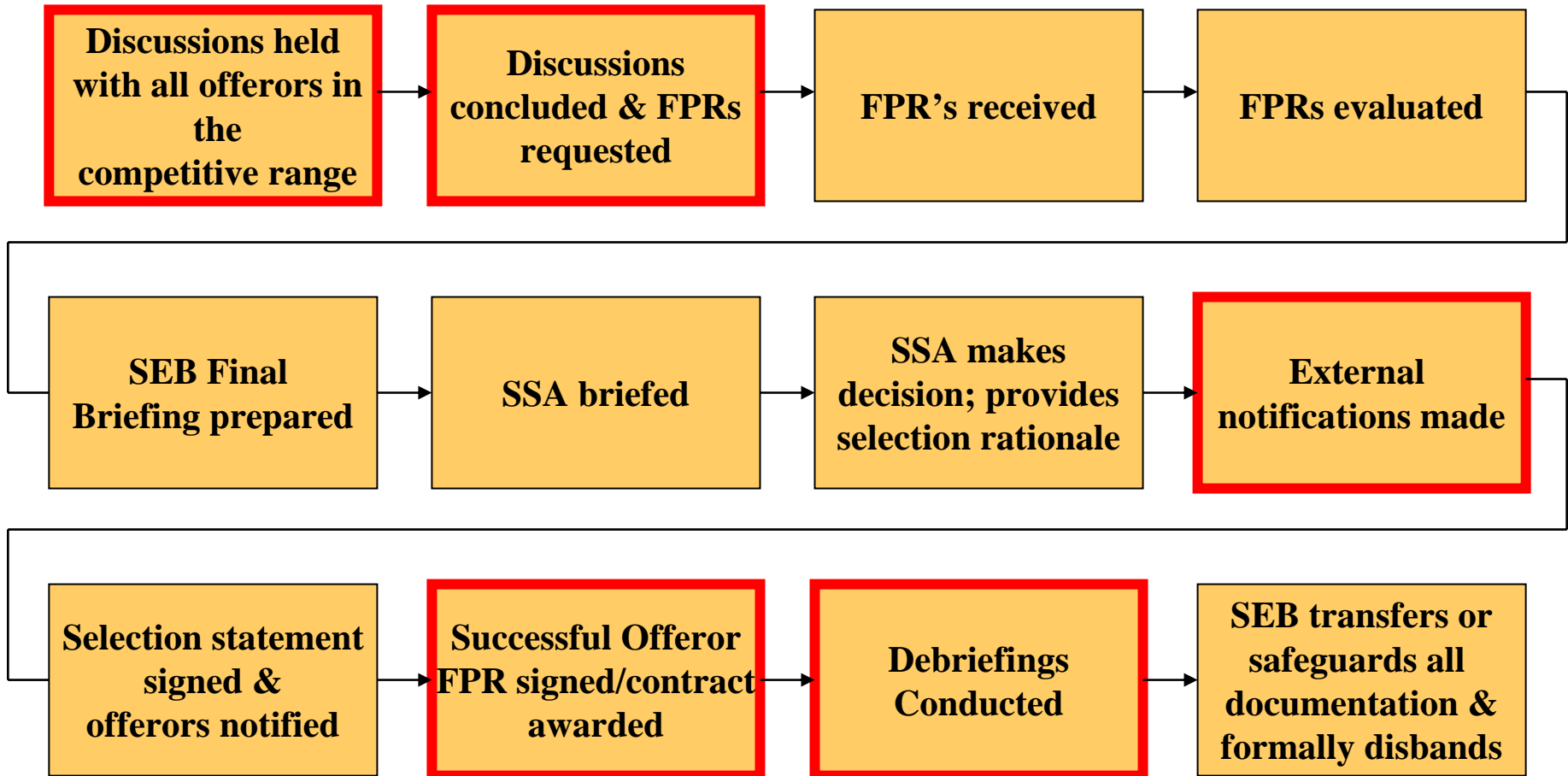


SEB - Flow of Major Events



SEB - Flow of Major Events

(Continued)

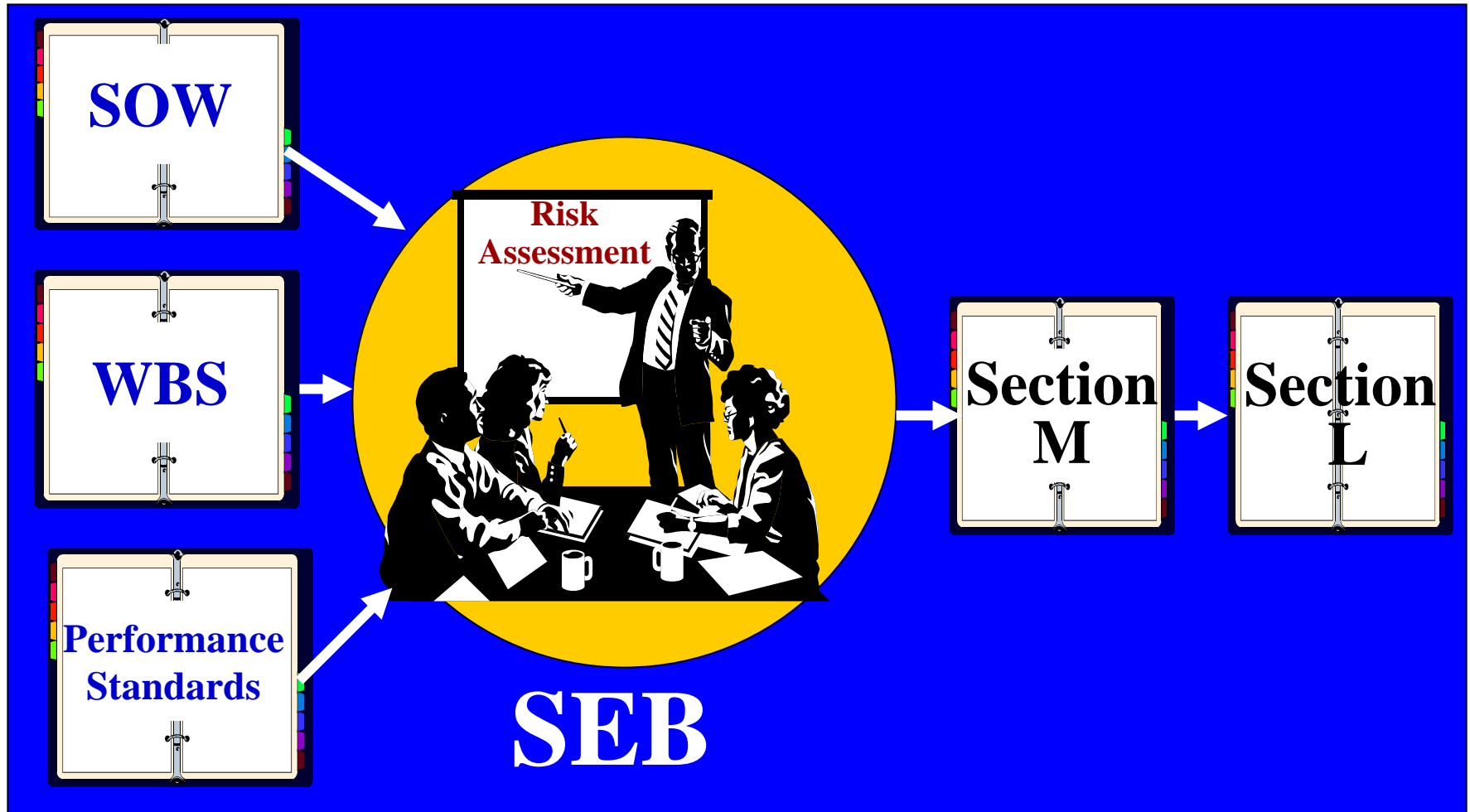


Uniform Contract Format

Section	Title
A	Solicitation/Contract Form
B	<i>Supplies or Services and Prices/Cost</i>
C	<i>Descriptions/Specifications/Work Statement</i>
D	Packaging and Marking
E	Inspection and Acceptance
F	Deliveries or Performance
G	<i>Contract Administration Data</i>
H	<i>Special Contract Requirements</i>
I	Contract Clauses
J	<i>List of Attachments</i>
K	Representations, Certifications and other statements of Offerors
L	<i>Instruction, conditions and notices to Offerors</i>
M	<i>Evaluation Factors for Awards</i>

SEB Risk Assessment

- Developing the Evaluation Factors -



Section M - Evaluation Factors

- **Sets forth evaluation factors/subfactors**
- **Describes how evaluation factors/subfactors will be used**
- **Establishes:**
 - **Relative importance of Mission Suitability, Cost/Price and Past Performance**
 - **Identifies the importance of Cost/Price as specifically related to the other two factors**
 - **Provides “point weightings” for each of the Mission Suitability subfactors**
 - **For Cost Reimbursement contracts, provides chart defining the Mission Suitability score reduction process for required cost adjustments (points reduced in percentage correlation with cost adjustments to proposed cost)**

MISSION SUITABILITY ADJECTIVE RATINGS / SCORING

ADJECTIVE RATING	NUMERICAL EQUIVALENT (%)	DEFINITION
Excellent	91-100	A comprehensive and thorough proposal of exceptional merit with one or more significant strengths. No deficiency or significant weakness exists.
Very Good	71-90	A proposal having no deficiency and which demonstrates overall competence. One or more significant strengths have been found, and strengths outbalance any weaknesses that exist.
Good	51-70	A proposal having no deficiency and which shows a reasonably sound response. There may be strengths or weaknesses, or both. As a whole, weaknesses, not off-set by strengths, do not significantly detract from the offeror's response.
Fair	31-50	A proposal having no deficiency and which has one or more weaknesses. Weaknesses outbalance any strengths.
Poor	0-30	A proposal that has one or more deficiencies or significant weaknesses that demonstrate a lack of overall competence or would require a major proposal revision to address.

Cost Factor Evaluation

- **Proposed Price**
- **Most Probable Price**
- **Cost Confidence Level**

PAST PERFORMANCE ADJECTIVE RATINGS/DEFINITIONS

ADJECTIVAL RATING	DEFINITIONS
EXCELLENT	Of exceptional merit; exemplary performance in a timely, efficient, and economical manner; very minor (if any) problems with no adverse effect on overall performance; and experience that is highly relevant to this procurement. Based on the Offeror's performance record, there is a very high level of confidence that the Offeror will successfully perform the required effort. (One or more significant strengths exist. No significant weaknesses exist.)
VERY GOOD	Very effective performance; fully responsive to contract requirements; contract requirements accomplished in a timely, efficient, and economical manner for the most part; only minor problems with little identifiable effect on overall performance; and experience is very relevant to this procurement. Based on the Offeror's performance record, there is a high level of confidence that the Offeror will successfully perform the required effort. (One or more significant strengths exist. Strengths outbalance any weakness.)
GOOD	Effective performance; fully responsive to contract requirements; reportable problems, but with little identifiable effect on overall performance; and experience is relevant to this procurement. Based on the Offeror's performance record, there is confidence that the Offeror will successfully perform the required effort. (There may be strengths or weaknesses, or both.)
FAIR	Meets or slightly exceeds minimum acceptable standards; adequate results; reportable problems with identifiable, but not substantial, effects on overall performance; and experience is at least somewhat relevant to this procurement. Based on the Offeror's performance record, there is low confidence that the Offeror will successfully perform the required effort. Changes to the Offeror's existing processes may be necessary in order to achieve contract requirements. (One or more weaknesses exist. Weaknesses outbalance strengths.)
POOR	Does not meet minimum acceptable standards in one or more areas; remedial action required in one or more areas; problems in one or more areas which adversely affect overall performance. Based on the Offeror's performance record, there is very low confidence that the Offeror will successfully perform the required effort. (One or more deficiencies or significant weaknesses exist.)
Neutral	In the case of an Offeror without a record of relevant past performance or for whom information on past performance is not available, the Offeror may not be evaluated favorably or unfavorably on past performance [see FAR 15.305(a) (2) (ii) and (iv)].

Section L - Instructions

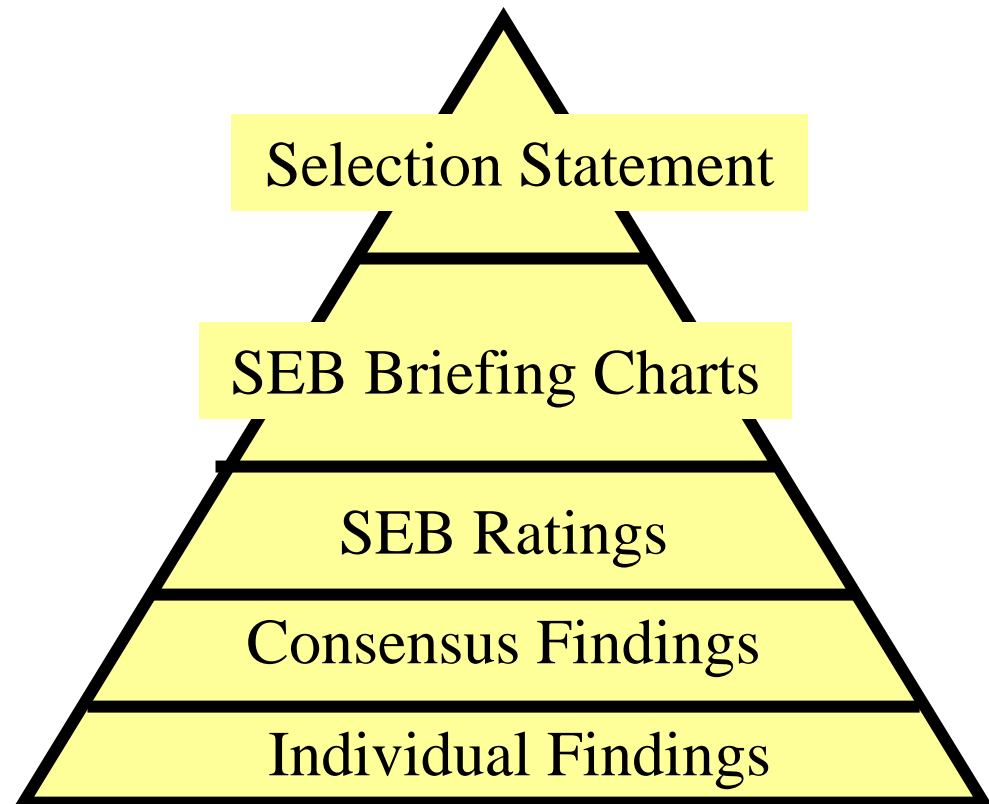
- **Instructs offerors how to respond to SOW and evaluation criteria**
- **Structures information requested of offerors and thereby expedites the evaluation**
 - **Establishes proposal page limits**
 - **Provides a proposal outline**
- **Correlates with Section M (Evaluation Factors) on a one-to-one basis**
- **Provides historical and background data**



Source Selection Decision

- SSA considers:
 - SEB findings
 - Advice of staff, line management & ex-officio officials
- SSA decision based on:
 - Evaluation factors and subfactors
 - Evaluation adjectival ratings and point scores
 - Independent judgment

Evaluation Information Pyramid



Summary of the Evaluation

Offeror	Mission Suitability	Past Performance	Cost		
			Proposed	Most Probable	Cost Confidence
ABC	Very Good 875	Very Good	\$94.6M	\$102.7M	High
MMM	Very Good 895	Excellent	\$98.6M	\$101.7M	High
XYZ	Excellent 915	Very Good	\$114.6M	\$115.9M	High

Basic Fundamentals...

When Responding to an MSFC Solicitation

Be Prepared

- Status of Company Systems
 - Quality
 - Accounting
 - Estimating
 - Purchasing
 - Property



Do Your Homework

- Make maximum use of MSFC Small Business Specialist
- Visit technical/contracts personnel
- Attend industry briefing
- Hold on-site visits
- Closely review the Draft RFP
- Ask questions!



**Effective debriefings provide for continuous improvement.
Always ask for one!**

Writing the Proposal...

Clear

Concise

Consistent

Conforming to RFP

Comprehensive

The Five C's



Recognize Today's Security Environment at MSFC



**Expect Delays
at the Gate!**

Some Friendly Advice...

Common Problems to Watch For

When in Doubt - Ask Questions!

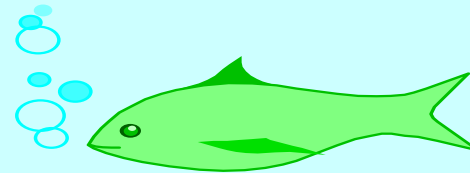
Glug..

I'd love to ask a question -
but I'm afraid it would
sink our chances!

Page Limits?

Cost Form Instructions?

Draft RFP?

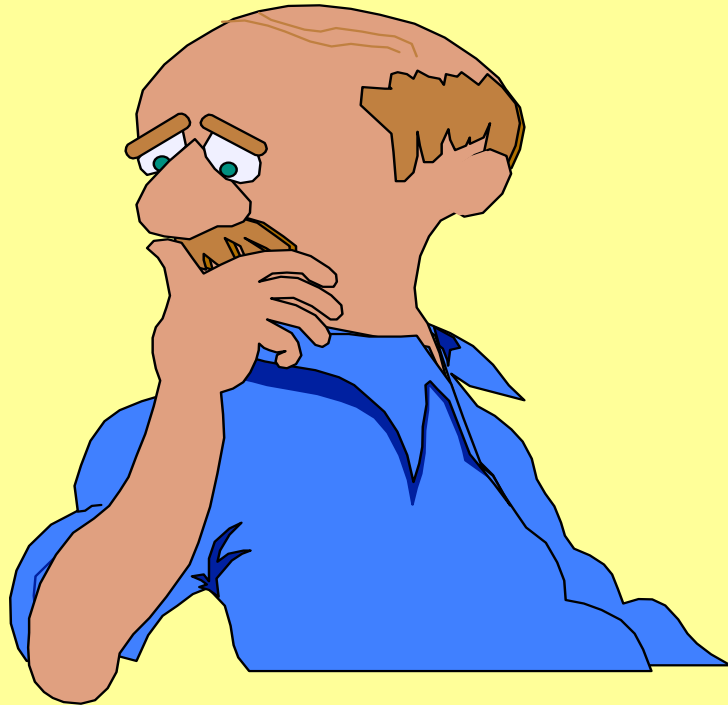


Conflicting Requirements?

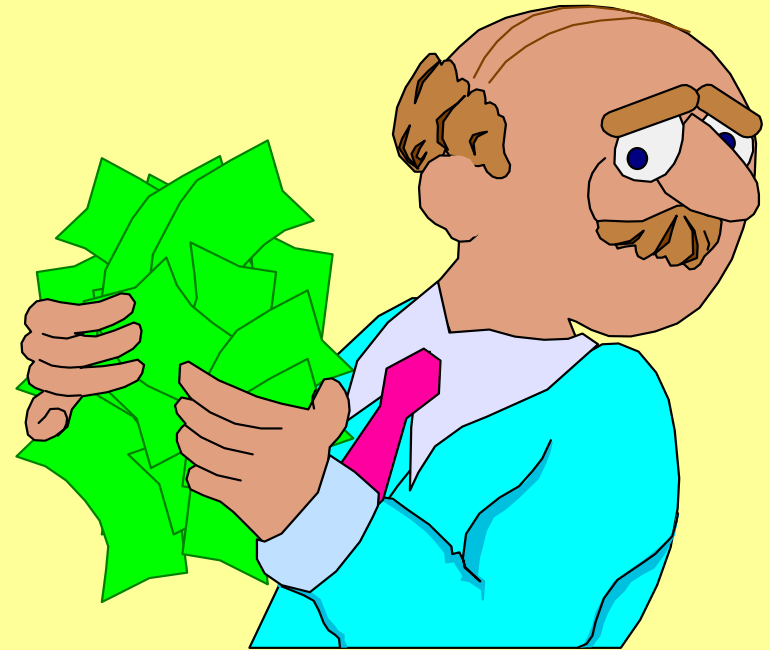
Missing Historical Data?



Can You Spot the Differences in These Two Pictures?



Used Draft Solicitation to Build Proposal



Used Final Solicitation to Build Proposal

Watch for Changes from the Draft to the Final RFP!

Follow the Proposal Preparation Instructions!



Count the Pages Correctly!

Don't Put Technical
Information in the Cost
Volume!

$$14 + 7 \neq 20$$

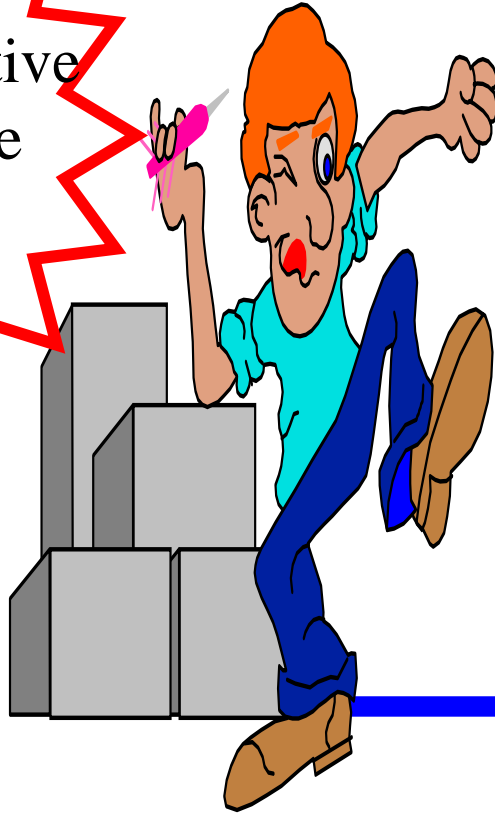
(Count the first page!)

Use the Specified font!

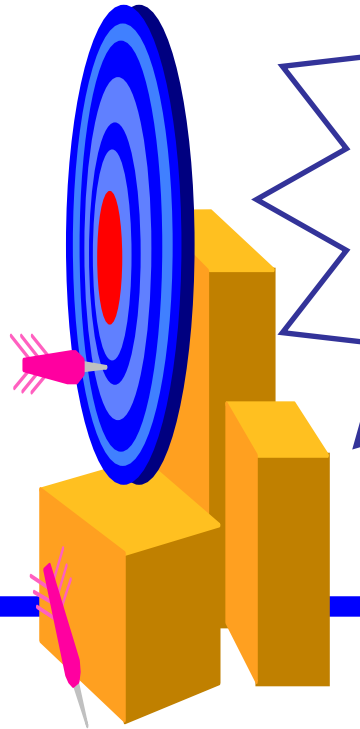
**We Count the Pages - Anything over
the limit, we send it BACK!**

Your First Shot Is Your Best Shot!

More Restrictive
Competitive
Range



Preference is to
Award
Without
Discussions!

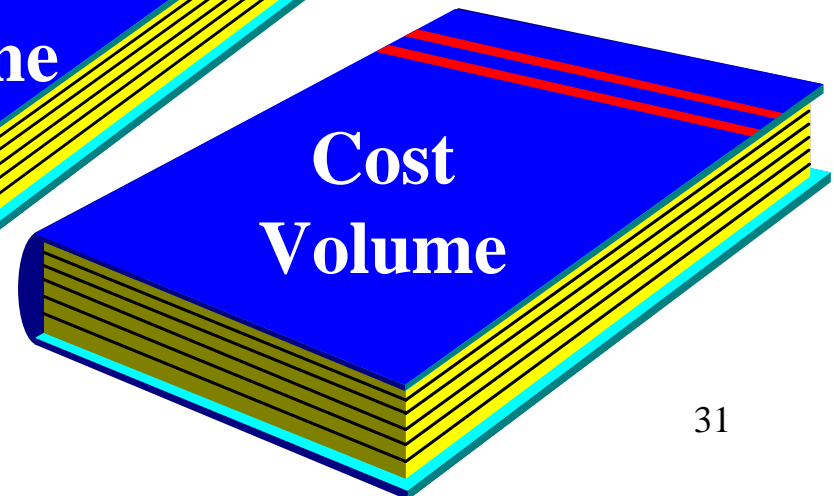
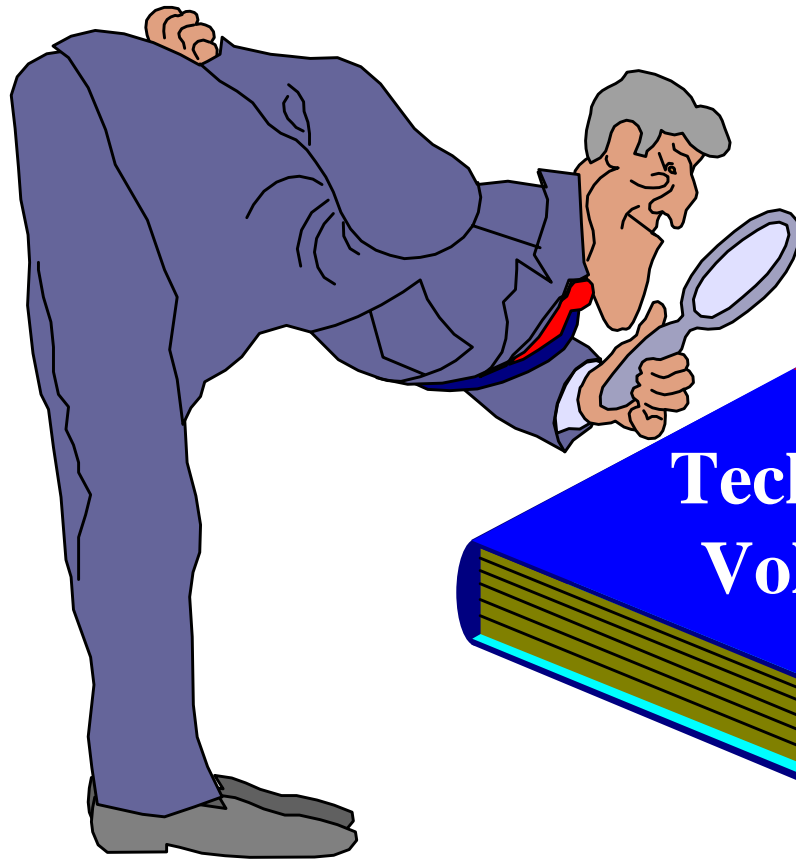


Make sure you fully complete the Model Contract!

Make Sure All Parts of the Proposal Tell a Consistent Story!

For Example... Compensation Plan

- Basis of Proposed Salary Levels
- Fringe Benefit Contents
 - Health Benefits
 - Sick/Annual Leave Policies
 - 401K



The Cost Proposal

New corporate accounting system

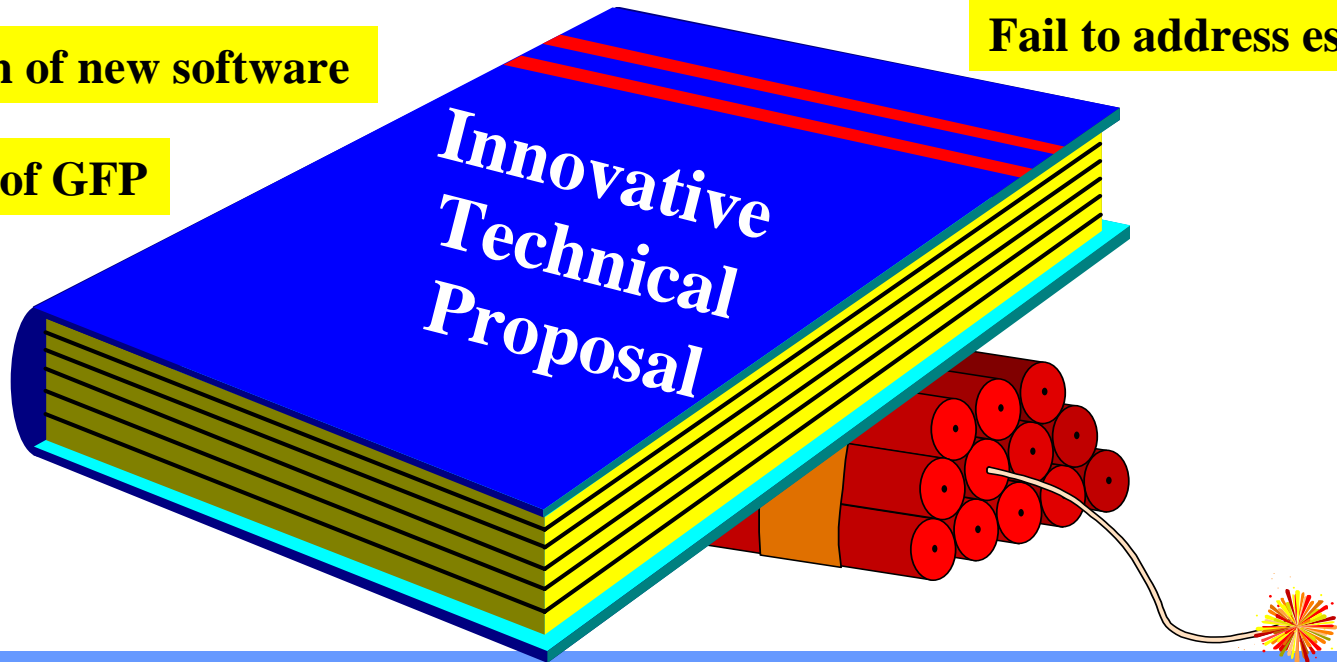
Fail to address/meet SCA wages

Planned corporate investment

Application of new software

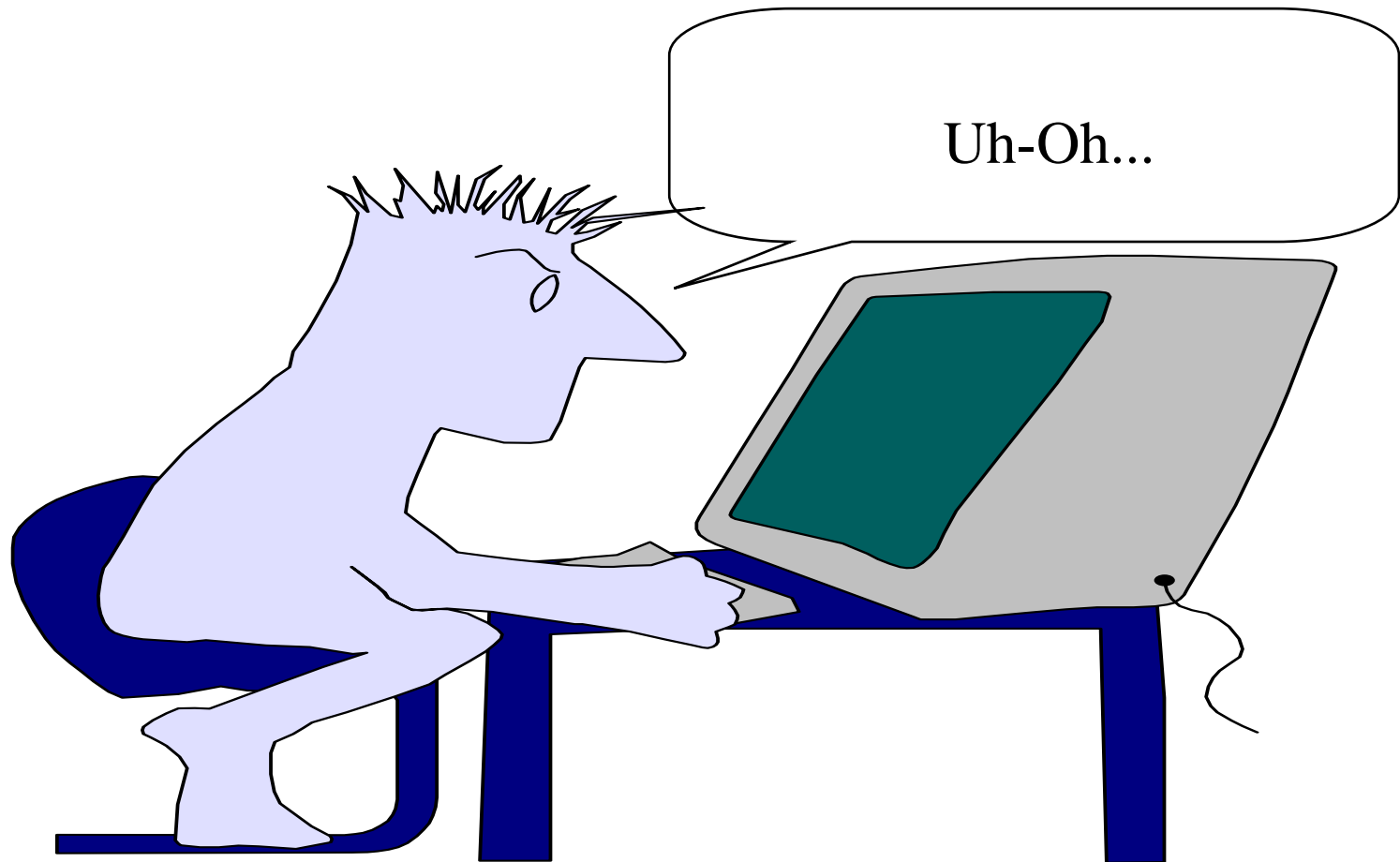
Fail to address escalation

Intended use of GFP



**Unsupported or unrealistic cost estimates discredit
(destroy) an otherwise excellent proposal**

Test the Electronic Cost Proposal Disk Before you Submit It!



Key Personnel & Past Performance

--- Don't Leave us Guessing!

Key Personnel

- **Provide Commitment Letters**
- **Provide Rationale for Why “Key”**
- **Provide rationale supporting why each Individual is appropriate for the proposed position**

Relevant Past Performance

- **Provide Relevant Previous Contracts**
- **Don't Ignore Problems**

Provide Current and Accurate Phone Numbers and Addresses for all References!



Be Prepared for NASA's Discussions Process



Detailed and Specific

- **Reveal All Weaknesses**
- **Clarify All Uncertainties**
- **Reveal Where Costs or Resources are considered to be too High**
- **Bargaining is permitted**



Make sure FPR is fully traceable from Original Proposal

Be Old Fashioned - Proofread!

**This page
refers to a chart in
Volume 4...
There is no Volume 4!**

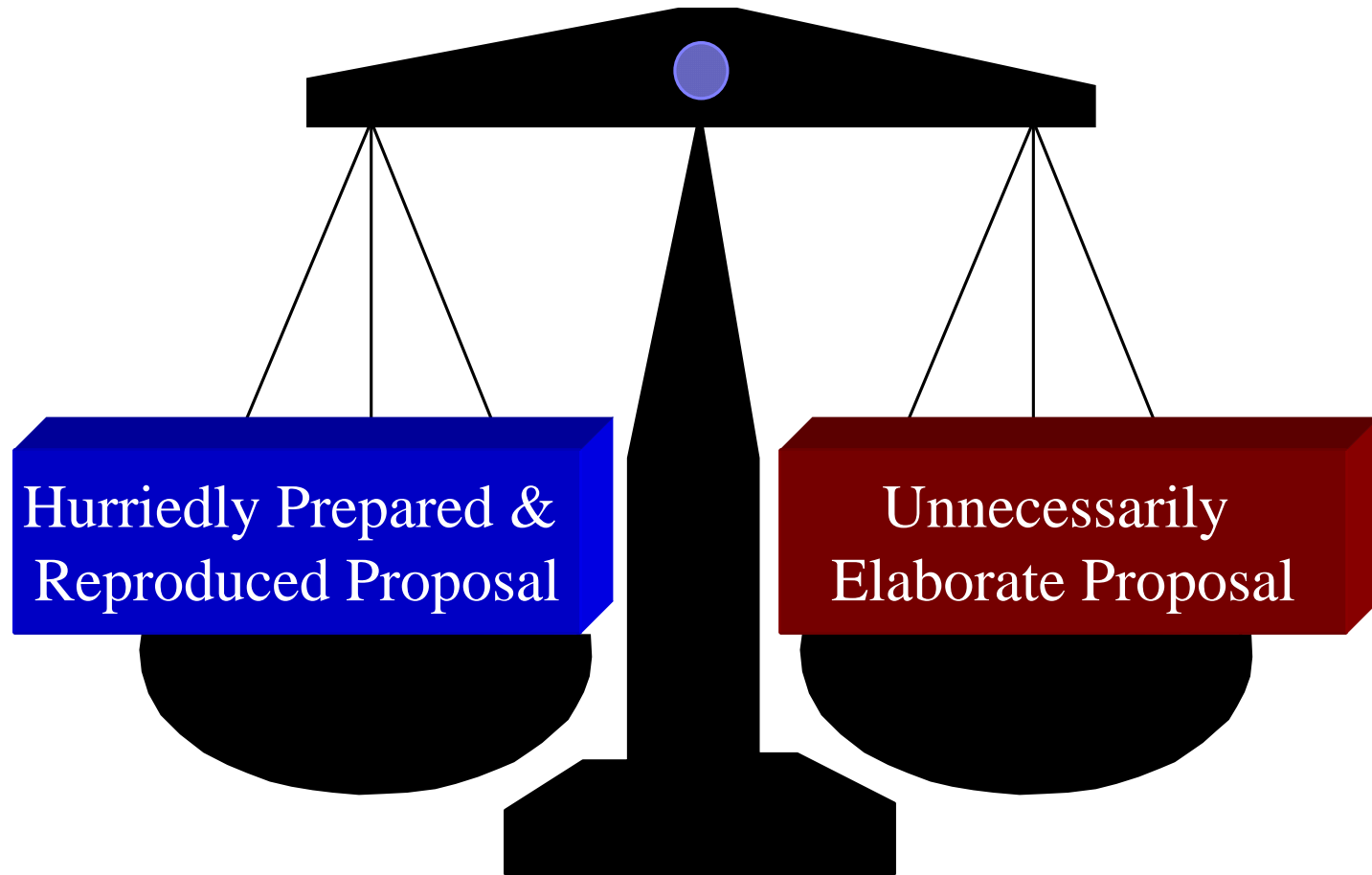
**This is a Proposal to
the Air Force...not NASA!**

**Are these folks
proposing to
Subcontract with
XYZ Corporation?**



The End Result of Over-Reliance on Spell Check

Submit a Professional Product



What to Expect in the Future?

- ★ Improved Communication in the Pre-RFP Stage
- ★ Continued Use of Aggressive Socioeconomic Goals
- ★ Risk Management Embedded in Evaluation Factors
- ★ Continued Emphasis on Past Performance
- ★ Phased Submittal of Proposal Volumes
- ★ Continued Emphasis on PBC
- ★ Use of Agency-wide Contracts
- ★ Increased Use of MSFC BPA's
- ★ Organizational Conflict of Interest Avoidance Concerns



What to Expect in the Future?

- ★ CMM and standardized NASA solicitations
 - ★ Sections L & M will still be different; individually crafted
- ★ Increased emphasis on Security
- ★ Internet Based Acquisition Process (Proposal Submission & Evaluation, Contract Award & Administration)
- ★ NASA Competitive Assessment; Guidance to Offeror

